I oppose loosening the rules designed to promote and protect diversity of media ownership. These rules were adopted to ensure that the public would receive a diverse range of viewpoints from the media, and not simply the opinions of a handful of media conglomerates.

Locally owned media outlets are "genuinly" interested in the communities they serve as opposed to larger media companies. They also contribute to diversity in the news-news that people would never hear from the giant media companies. The more mergers are allowed, the less diversity and "real" possibly unbiased news the customer can expect.